RJ REYNOLDS
TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR
8899 MAIN STREET
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(716) 634-4179
FAX (716) 634-3146

JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED)

TO:	RJR ACCOUNT #: #177968	CC:	162201
	R. HELMS PETER DAY WHOLESALE	CC:	
FAX #:	(518) 359-7367		

PARTNERS PROMOTION REPORTING: DOR_SEPT_JACKPOT (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUS (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	1	1 (ONE CTN)	30
25469	6M		DORAL MEN LT 100	1	1 (ONE CTN)	
25468	6M		DORAL 100	1	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	1	1 (ONE CTN)	

PRODUCT PO # N/A

	DESCRIPTION
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
$1,348.02	EFT $ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
18	NO. OF DISPLAYS ON CUSTOMER LIST
$56.00	PACKING PAYMENT ($14.00 X 4 (6M) PROMOTED CASES)

DISPLAYS / PREMIUMS PO # N/A

	DESCRIPTION
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
12	NUMBER OF EXTRA DISPLAYS

PROMOTION DESCRIPTION:
SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.
CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

DISPLAY LOAD:
PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

PARTNERS PROGRAM REQUIREMENTS:
- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
- PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
- PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
- RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.

JACKPOT.DOC

51845 6898

Source: https://www.industrydocuments.ucsf.edu/docs/hjny0000

WHOLESALER : 177968 DAYS WHOLESALE <DIRECT>
TEMPLATE : 801271 80900 DOR SEPT JACKPOT
TEMPLATE SEQ : 0919
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162323	797001	CIGARETTE WAREHOUSE	38 MAIN ST	SARANAC LAKE	NY	12983	9			CIG	(518)891-7545
162301	162323	724066	CIGARETTE WAREHOUSE	29 SMITHFIELD BLV	PLATTSBURGH	NY	12901	9			CIG	(518)562-3223

PAGE BREAK TOTAL ACCOUNTS 2 TOTAL QUANTITY 18

TEMPLATE TOTAL ACCOUNTS 2 TOTAL QUANTITY 18

51845 6899

Source: https://www.industrydocuments.ucsf.edu/docs/hjny0000

We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

Doral's Price Check Jackpot!

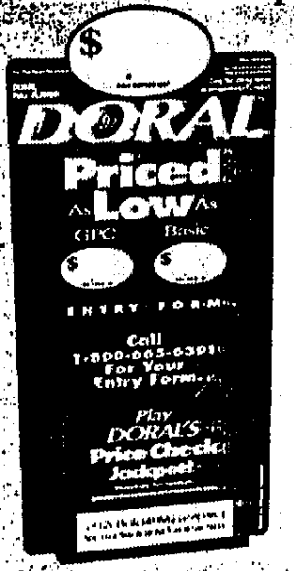
Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

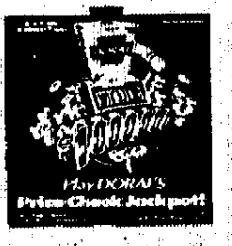
In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

In September, everyone comes out a winner with Doral's Price Check Jackpot.



Easel Card w/Entry Forms



Wobbler

Counter Display
(40 packs per display)

51845 6900

Additional Support Pieces:*

Pack Outlet
Small Paster

Cigarette/Tobacco Store Outlet
Large Paster
Banner
Standee

*Adhesive numbers and a pricing pen will be included for you to price the materials.

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